

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 3/11/2014	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Kalie Howard to the Avila Beach Local Area Advisory Board. District 3.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the appointment of Kalie Howard to the Avila Beach Local Area Advisory Board to finish Kim Silverman Hodge's term which expires May 23, 2015.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? No
(10) AGENDA PLACEMENT {x} Consent { } Presentation { } Hearing (Time Est. ____) { } Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS { } Resolutions { } Contracts { } Ordinances {x} N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A { } 4/5 Vote Required {x} N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY {x} N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 3 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 3/11/2014

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Kalie Howard to the Avila Beach Local Area Advisory Board. District 3.

RECOMMENDATION

It is recommended that the Board approve the appointment of Kalie Howard to the Avila Beach Local Area Advisory Board to finish Kim Silverman Hodge's term which expires May 23, 2015.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed in May since then. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

At that same meeting, the Board's approved the Local Area By-laws which set out how the local area boards will be organized and appointed (Article II attached). Members of the Local Area Advisory Board shall be appointed according to the provisions of Government Code Section 54970 (Maddy Book). The Clerk-Recorder has posted the Advisory Board vacancies according to this government code section.

The Avila Beach Local Area Advisory Board was formed on May 24, 2011 when the Board of Supervisors approved the appointments to the Advisory Board according to the provisions of the Government Code (Maddy Book). On January 6, 2014, Kim Silverman Hodge resigned from her Advisory Board position. On February 12, 2014, the Avila Beach Local Advisory Board approved recommending Ms. Howard be appointed to in her place.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Avila Beach designated local area met to form and determine the organization of their advisory boards. As noted above, the Avila Beach Local Area Advisory Board is recommending the appointment of Kalie Howard.

FINANCIAL CONSIDERATIONS

None.

RESULTS

This action continues the implementation of the local area provisions of the County Business Improvement District ordinance. The County does not establish performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes.

ATTACHMENTS

1. Kalie Howard application
2. Avila Beach Local Area Advisory Board 2-11-14 minutes
3. Avila Beach Local Area Advisory Board By-Laws - Article II Section 1c, page 2